




# BRAND STANDARDS

A man wearing a dark suit, a white shirt, a dark tie, and a fedora hat is seated in a wooden chair. He is holding a lasso in his right hand, which is raised high in the air. The lasso is coiled around his left arm and extends outwards. The background is a blurred outdoor setting with a fence and some structures. The entire image has a blue color overlay.

“  
EVEN IF YOU’RE ON THE  
RIGHT TRACK, YOU’LL  
GET RUN OVER IF YOU  
JUST SIT THERE.  
”

### **Usage Questions & Inquiries**

Please contact the Will Rogers Motion Picture  
Pioneers Foundation Marketing Department:

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**The Will Rogers Motion Picture Pioneers Foundation identity embodies what we do and expresses what we stand for. A well managed brand identity will help to elevate the Will Rogers Motion Picture Pioneers Foundation message. These guidelines are used to ensure a consistent look and feel throughout all mediums. By following this brand identity system, you protect the equity of the Will Rogers Motion Picture Pioneers Foundation brand.**



Logos & Marks

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## Logos and Marks

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### Horizontal Two-Color:

(WRMPPF\_Logo-Horizontal\_CMYK\_TwoColor.eps)

PMS Black

PMS 129 U

### Primary Horizontal Logomark: Two-Color

The full color version of the Will Rogers Motion Picture Pioneers Foundation logomark is the primary logomark of the identity system.

It is strongly recommended that the primary version of the logomark be used whenever possible.



### Primary Horizontal Logomark: One-Color

When constraints prevent the use of the primary two-color logomark, one-color versions are used as alternatives.

The one-color logomarks are especially useful on materials such as glass, metal and fabric.



### One-Color or Reversed:

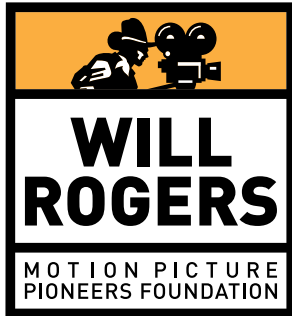
(WRMPPF\_Logo-Horizontal\_Black.eps)

(WRMPPF\_Logo-Horizontal\_Reverse.eps)

PMS Black

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## Logos and Marks



### Vertical Two-Color:

(WRMPPF\_Logo-Vertical\_CMYK\_TwoColor.eps)

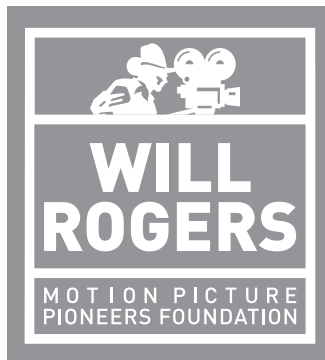
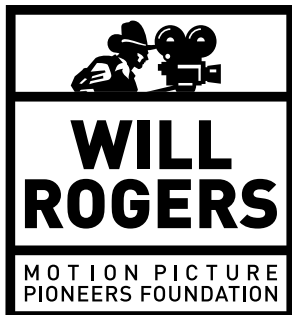
PMS Black

PMS 129 U

### Secondary Vertical Logomark: Two-Color

If the primary horizontal version of the logo cannot be used, the secondary vertical format is the alternative.

It is strongly recommended that the primary version of the logomark be used whenever possible.



### One-Color or Reversed:

(WRMPPF\_Logo-Vertical\_Black.eps)

(WRMPPF\_Logo-Vertical\_Reverse.eps)

PMS Black

### Secondary Vertical Logomark: One-Color

When constraints prevent the use of the secondary two-color logomark, one-color versions are also available.

The one-color logomarks are especially useful on materials such as glass, metal and fabric.

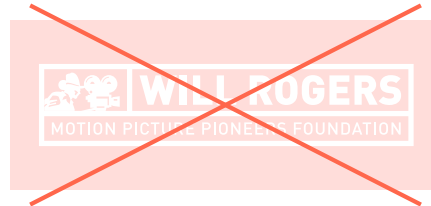
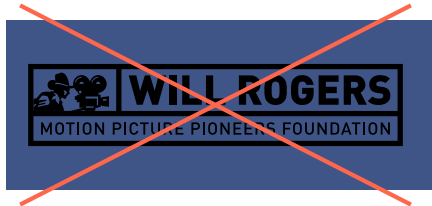
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## Logos and Marks

Correct Usage:



Incorrect Usage:



### Primary Logomark: Background Control

When placing the logo on a background, careful consideration should be used to select the logo that fits best. Colors and graphics can easily overpower the logomark.

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The following are unacceptable ways of reproducing the Primary Logomark (i.e. stretching/skewing or removing pieces).



### Primary Logomark: Unacceptable Usage

The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.

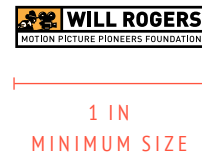


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## Logos and Marks

### Logo and Marks: Minimum Size

Sizing is an important consideration for the Will Rogers Motion Picture Pioneer Foundation marks. The logo of an entity should never appear smaller than one-inch wide, and the camera cowboy should be larger than .40 inches wide.





**One-Color:**  
(WRMPPF\_Logo\_CameraCowboy\_Gold.eps)  
PMS 129 U



**One-Color:**  
(WRMPPF\_Logo\_CameraCowboy\_Black.eps)  
PMS Black

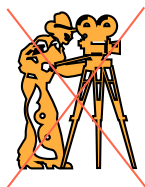
## Logos and Marks

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### Alternative Mark (Camera Cowboy): One-Color

The Camera Cowboy mark may be used when the brand is already in context. The Will Rogers Motion Picture Pioneers Foundation name should be present when using this mark.

The following are unacceptable ways of reproducing the Secondary Mark. (i.e. sketching/skewing, unapproved colors or rotating)



### Alternative Mark: Unacceptable Usage

The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.



**Affiliate Program  
Logos & Marks**

## Will Rogers Pioneers Assistance Fund

A program of the Will Rogers Motion Picture Pioneers Foundation



**Primary Two-Color:**  
(WRMPPF\_PAF\_Logo\_CMYK\_TwoColor.eps)  
PMS Black  
PMS 129 U



**One-Color or Reversed:**  
(WRMPPF\_PAF\_Logo\_Black.eps)  
(WRMPPF\_PAF\_Logo\_Reverse.eps)



**Secondary Two-Color:**  
(WRMPPF\_PAF\_Alt-Logo\_TwoColor.eps)



**One-Color or Reversed:**  
(WRI\_Logo-Vertical\_Black.eps)  
(WRI\_Logo-Vertical\_Reverse.eps)

## Logos and Marks

The two-color version of the Will Rogers Pioneers Assistance logomark is the primary logomark, and should be used whenever possible.

The one-color or reverse mark may be used if full color is not an option. The alternative mark may be used when the Will Rogers brand is already in context.

## Color Palette



**Primary:**  
PMS 129 U (130 C)  
CO M36 Y85 K0  
R250 G172 B72  
#FAAC48

In order to build a recognizable brand, the same colors should be used consistently in similar applications.

An approved palette of primary and secondary colors can be used to add visual interest to all materials.

## Will Rogers Institute

A program of the Will Rogers Motion Picture Pioneers Foundation

## Logos and Marks

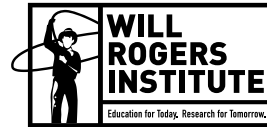


### Primary Horizontal Two-Color:

(WRI\_Logo-Horizontal\_CMYK\_TwoColor.eps)

PMS Black

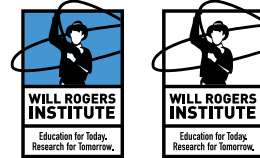
PMS 285 U



### One-Color or Reversed:

(WRI\_Logo-Horizontal\_Black.eps)

(WRI\_Logo-Horizontal\_Reverse.eps)



### Secondary Vertical Two-Color:

(WRI\_Logo-Vertical\_CMYK\_TwoColor.eps)

### One-Color or Reversed:

(WRI\_Logo-Vertical\_Black.eps)

(WRI\_Logo-Vertical\_Reverse.eps)

The two-color, horizontal version of the Will Rogers Institute logomark is the primary logomark, and should be used whenever possible.

When size or orientation presents a challenge, a vertical version of the primary logomark may be used.

## Color Palette



PANTONE 285 U

### Primary:

PMS 285 U (2718 C)

C70 M30 Y0 K0

R73 G130 B207

#4982CF



PANTONE 288 U

### Secondary:

PMS 288 U (288 C)

C86 M71 Y22 K6

R61 G87 B134

#3D5786

In order to build a recognizable brand, the same colors should be used consistently in similar applications.

An approved palette of primary and secondary colors can be used to add visual interest to all materials.

## Brave Beginnings

A program of the Will Rogers Motion Picture Pioneers Foundation

## Logos and Marks



### Primary Horizontal Two-Color:

(BraveBeginnings\_Logo\_2Color\_5\_28\_15.eps)

PMS Cool Gray 9 U

PMS 7709 U



### One-Color or Reversed:

(BraveBeginnings\_Logo\_Greyscale\_5\_28\_15.eps)

The two-color, horizontal version of the Will Rogers Institute logomark is the primary logomark, and should be used whenever possible.



### Secondary Vertical Two-Color:

(BraveBeginnings\_SecondaryLogo\_2Color\_5\_28\_15.eps)

### One-Color or Reversed:

(BraveBeginnings\_SecondaryLogo\_Greyscale\_5\_28\_15.eps)

## Color Palette



### Primary:

PMS 7709 U

C58 M14 Y23 K0

R106 G177 B189

#6BB1BC



PMS 288 U

C48 M40 Y38 K4

R138 G138 B141

#8B8C8E



### Secondary:

PMS 2075 U

C52 M57 Y0 K0

R135 G118 B181

#8576B6

In order to build a recognizable brand, the same colors should be used consistently in similar applications.

An approved palette of primary and secondary colors can be used to add visual interest to all materials.

## Brave Beginnings

A program of the Will Rogers Motion Picture Pioneers Foundation



## Unacceptable Usages & Requirements

The correct usage of the logomark is essential in keeping a consistent brand.

The examples on this page illustrate unacceptable uses of the Brave Beginnings logomark.

Be sure to keep adequate space around the logo when used, and be mindful of the minimum size requirements for legibility.

## Typography

# DIN Pro Light

## Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,.,?!\$%\* 1234567890

# Proxima Nova

## Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,.,?!\$%\* 1234567890

### DIN Pro Light

### Proxima Nova

Brave Beginnings has two primary fonts, depending on usage. DIN is a steady typeface that works well for body copy or headlines. Proxima Nova brings softer edges to its letter forms, and pairs well with DIN in stacked headlines and body copy. A mix of both fonts in web and print is appropriate for this brand.



Colors & Typography



Primary:



Secondary:



## Brand Colors

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### Color Palette:

Our colors are what give us personality. In order to build a recognizable brand, the same colors should be used consistently across the board in similar applications. An approved palette of primary and secondary colors can be used to add visual interest to all materials.

#### Primary:

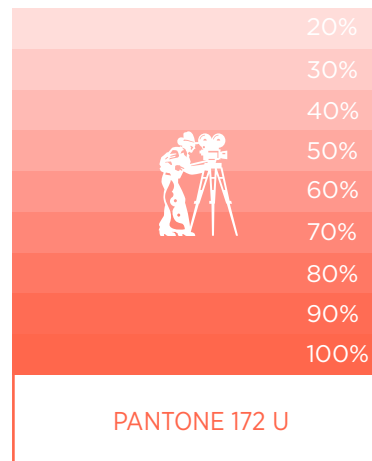
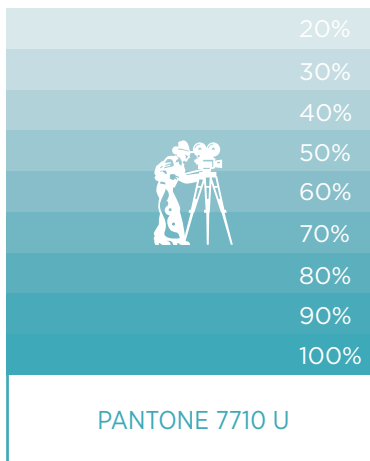
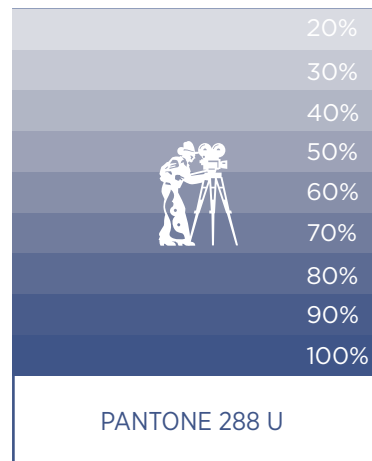
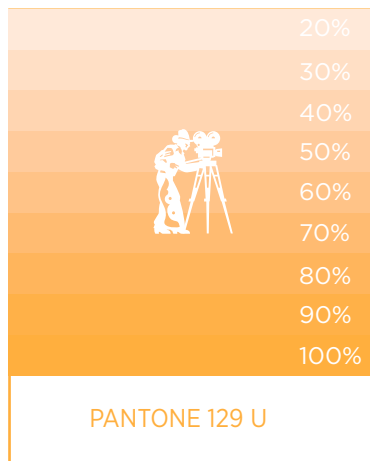
PMS 129 U (130 C)  
C0 M36 Y85 K0  
R250 G172 B72  
#FAAC48

PMS 288 U (288 C)  
C86 M71 Y22 K6  
R61 G87 B134  
#3D5786

#### Secondary:

PMS 7710 U (7710 C)  
C71 M14 Y26 K0  
R63 G169 B183  
#3FA9B7

PMS 172 U (172 C)  
C0 M74 Y71 K0  
R255 G102 B79  
#FF664F



## Brand Color

### Color Palette: Tints

Color tints are especially useful when needing to show change or variation. Tints are taken directly from the primary and secondary colors.

# DIN Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz ( ), . ? ! \$ & \* 1 2 3 4 5 6 7 8 9 0

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DIN Pro Light

DIN Pro Regular

**DIN Pro Medium**

**DIN Pro Bold**

**DIN Pro Black**

DIN Pro Condensed Light

DIN Pro Condensed Regular

**DIN Pro Condensed Medium**

**DIN Pro Condensed Bold**

**DIN Pro Condensed Black**

## Typography

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### Primary: DIN Pro

DIN is a modern typeface, and used as the primary font in the Motion Picture Pioneers Foundation, Pioneers Assistance Fund, and Will Rogers Institute logos. This font can be used for headline or body copy, and can pair with any of the secondary fonts in stylized headlines.

# Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz ( ),?!\$%\* 1234567890

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Adobe Caslon Regular

*Adobe Caslon Italic*

Adobe Caslon Semibold

*Adobe Caslon Semibold Italic*

**Adobe Caslon Bold**

*Adobe Caslon Bold Italic*

# Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz ( ),?!\$%\* 1234567890

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Gotham Thin

*Gotham Thin Italic*

Gotham Extra Light

*Gotham Extra Light Italic*

Gotham Light

*Gotham Light Italic*

Gotham Book

*Gotham Book Italic*

Gotham Medium

*Gotham Medium Italic*

**Gotham Bold**

*Gotham Bold Italic*

**Gotham Black**

*Gotham Black Italic*

**Gotham Ultra**

*Gotham Ultra Italic*

## Typography

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### Print Secondary: Adobe Caslon & Gotham

Adobe Caslon is a regal and sophisticated typeface.

The letterforms are distinct in shape and classic in form. For the secondary typeface, use Adobe Caslon as a complimentary to Gotham to stay on brand.

# Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (,.,?!\$&\* 1234567890

# Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (,.,?!\$&\* 1234567890

## Typography

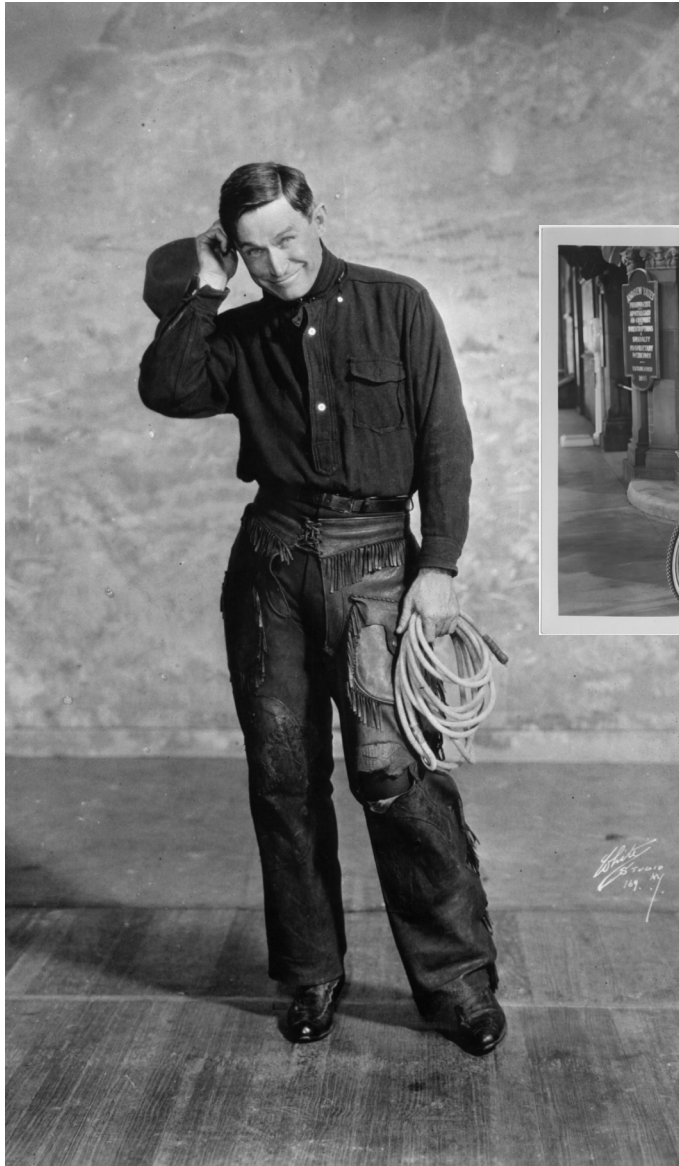
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### Online: Arial and Palatino

When Gotham and Adobe Caslon aren't available, please substitute with Arial and Palatino.



Imagery



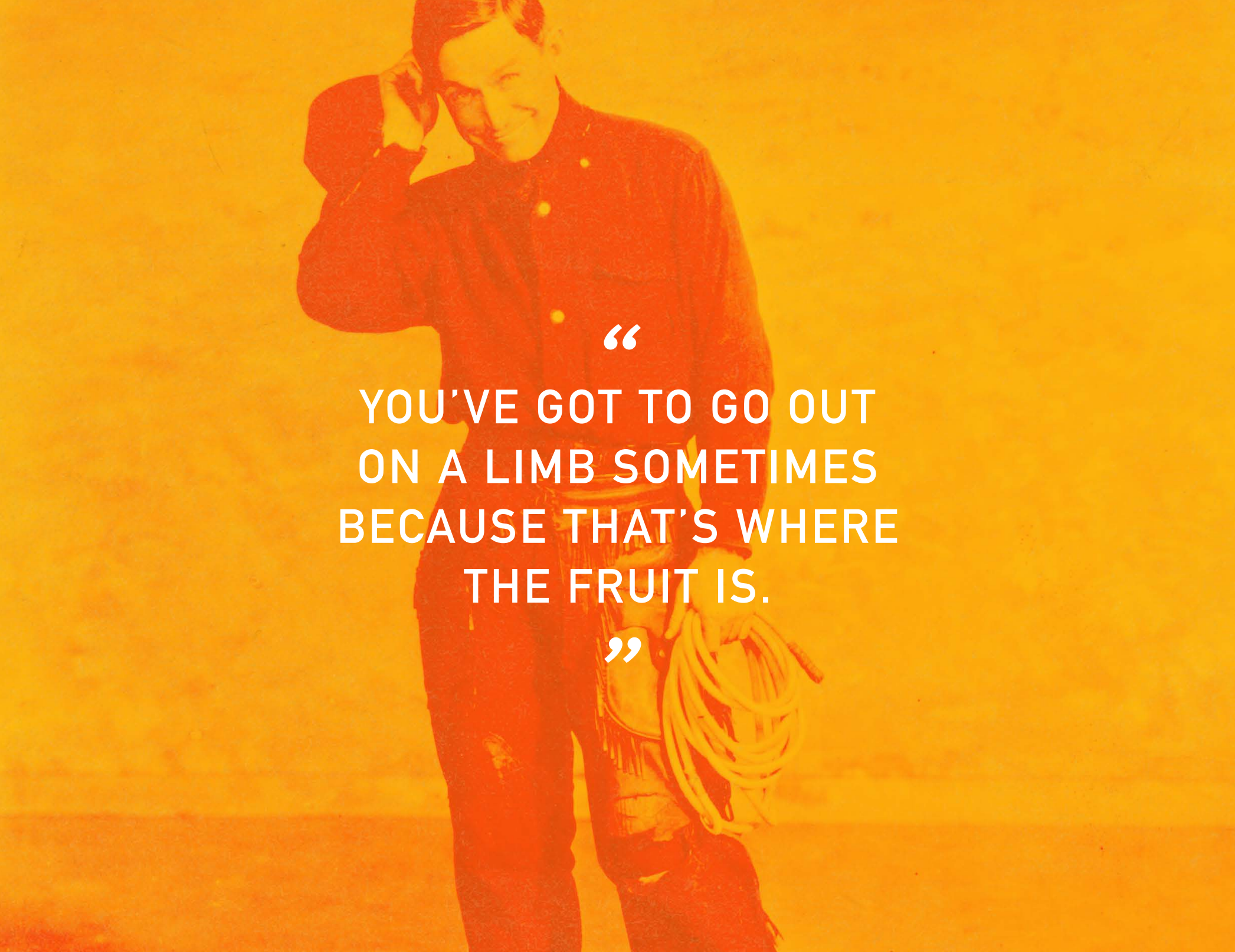
## Imagery

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### Photography

Photos of Will Rogers should be used to convey emotion and extend his legacy.



A man in a dark jacket and jeans, holding a coiled rope, with a quote overlaid.

“  
YOU’VE GOT TO GO OUT  
ON A LIMB SOMETIMES  
BECAUSE THAT’S WHERE  
THE FRUIT IS.  
”